



CASE REPORT

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| 1. Complaint reference number | 185/01 |
| 2. Advertiser | Holeproof (Love Kylie x) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement combines a photograph of entertainer Kylie Minogue in underwear with the text: “The best thing in lingerie for years. Love Kylie x. Holeproof.”

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

“The material only applies to females and I don’t see why the rest of us have to see these degrading images. Men/Women are Holy beings and are to be respected and treated accordingly. Advertising of this nature can only erode, corrupt and degenerate young impressionable minds. It also pollutes adult’s minds with animalistic egos to lust after the opposite sex —which is probably related to the level of rape cases.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s advice that its intent was to generate awareness for the Kylie Minogue lingerie range by showing consumers an example “in a tasteful and inoffensive manner... Kylie’s expression depicts fun and frivolity, two things indicative of her range of lingerie.”

The Board determined that the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification, health & safety, or any other grounds. Accordingly, the complaint was dismissed.